



STAYING COMPETITIVE IN A GROWING MARKET



6.75 CE



May 18-19 | Armonk, NY 10504

Staying Competitive in a Growing Market

The staffing industry is leading the economic recovery out of the pandemic and growing by leaps and bounds. Is your company leading the charge, or stuck flatlining with incremental growth? This owner and executive focused day and a half will reveal the secrets that successful companies are implementing, while allowing you to network with your peers who are pushing forward and experiencing success.

Summit Location



The Louis V. Gerstner, Jr. Center for Learning
20 Old Post Road
Armonk, NY 10504

Attendees will not need to make a hotel reservation on their own. By registering for the conference through NYSA, all attendees will automatically receive a hotel reservation for the night of May 18th at the conference center.



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MAY 18, 2022	
11:00 a.m.	Optional Golf Outing at Maple Moor Golf Course
5:00 p.m. – 6:00 p.m.	Opening Cocktail Reception  
6:00 p.m. – 9:00 p.m.	Opening Dinnner and Keynote Speaker <i>“No Excuses - Break through Fear and Adversity to Play a Bigger Game in Business and Life”</i> David Atkins 
MAY 19, 2022	
7:30 a.m. – 8:30 a.m.	Breakfast 
8:30 a.m. – 8:45 a.m.	Welcome and Introductions
8:45 a.m. – 10:15 a.m.	<i>“Staffing is Booming – Are Your Operations a Bust?”</i> Steve Cooney, Barry Pruitt and Bradley Block 
10:15 a.m. – 10:30 a.m.	Break
10:30 a.m. – 12:00 p.m	<i>“How to Become Magnetic and Memorable in Reimagining Your Talent Strategy”</i> Tom Kosnik and Jeff Mariola 
12:00 p.m. – 1:30 p.m.	Lunch & Legislative Update Jim Essey and Jason Klimpl 
1:30 p.m. – 2:15 p.m.	<i>“Give It To Me Straight: What Do You Need to Know About Staffing Technology Today”</i> Brian Della Donne
2:15 p.m. – 2:30 p.m.	Break
2:30 p.m. – 3:30 p.m.	Rapid-fire Vendor Demo Session Scott Hunter
3:30 p.m. – 4:00 p.m.	Closing Keynote <i>“Building a Bulletproof Brand-Centric Competitive Advantage”</i> Jeff Pelliccio
4:00 p.m.	Adjournment

MAY 18, 2022

11:00 a.m.

Optional Golf Outing at Maple Moor Golf Course

Maple Moor was named for the abundance of maple trees on the land. This property was originally part of the Griffen family farm. Howard J. Griffen settled the farm in 1879 and built on it a cider mill and four-story barn. Griffen’s son later became mayor of White Plains. The course was designed by Tom Winton. When acquired by the Westchester County Parks Commission in 1925, there was already a 9-hole golf course on the property. By the end of 1927, all 18 holes were unveiled to the public.

Maple Moor was recently renovated with new bunkers, sand traps, cart paths, irrigation systems, drainage systems with retention ponds, as well as extensive renovations around the course.

An additional fee of \$75 will be collected for golf outing participants. Foursomes will be created. Tee times will begin at 11:00 a.m. Golfers are encouraged to arrive around 10:30 a.m.

5:00 p.m. – 6:00 p.m.

Opening Cocktail Reception

Sponsors:



6:00 p.m. – 9:00 p.m.

Opening Dinnner and Keynote Speaker

“No Excuses - Break through Fear and Adversity to Play a Bigger Game in Business and Life”

Sponsor:



David Atkins will help transform your mindset from simply surviving to thriving by focusing on three main areas of your life. He does this through the power of having a vision, living your life with a sense of urgency and having a positive mindset.

Speaker: David is a retired New York State Police Captain after 22 years of service. He ran all State Police operations for the entire County of Westchester NY which averages approximately 400-500,000 911 calls a year. David was the New York State Trooper of the Year in 2003 followed by New York State Police Investigator of the Year in 2007. He moved up through the ranks during his 22-year career with the New York State Police. He went from patrol to Investigations to leading undercover units involved in Organized Crime, Auto Theft, Money Laundering and large-scale drug organizations. David was also a first responder at Ground Zero on 09/11 where he spent weeks working in New York City. Additionally, while working full time with the NY State Police David also built a million-dollar direct sales business. Through his success both in law enforcement and business David became a Keynote Motivational Speaker presenting to groups of a few hundred people to over 20,000 people in the NFL Super Dome in New Orleans. David is currently publishing his first book *The Leveled Up Life* due to come out Summer 2022. Most importantly David is a husband and a Father to his three daughters.



David Atkins

May 19, 2022

7:30 a.m. – 8:30 a.m.

Breakfast

Sponsor:



8:30 a.m. – 8:45 a.m.

Welcome and Introductions

8:45 a.m. – 10:15 a.m.

“Staffing is Booming – Are Your Operations a Bust?”

Sponsor:



If you aren't growing your business, you're falling behind. Achieving growth requires more than maximizing revenue and minimizing costs. Profit derives from business structure, effective management, and process / tech that can scale. In this session discover what to do when:

- You can't keep up with Industry growth?
- Growth outpacing operations?
- You're leaving business profit on the table
- You want to set yourself up to double business in 3-5 years

Speakers:

Bradley Block is currently the Chief Operations Officer and Principal of the Staffing-the-Universe Family of companies, including Rotator, Industrial, Medical, and Block Staffing Services. Bradley has a B.S. from the Smith School of Business at the University of Maryland, and an MBA from Stern Business School at New York University. He has spent the last 16 years working in various roles throughout the family of companies. In addition, Bradley sat as the President of the Board of Directors for the New York Staffing Association, where he is still very active on the board. Brad volunteers time towards many industry and personal causes, and he sits on various committees for the American Staffing Association, and has been a part of a number of conferences as an expert speaker and trainer.

Steve Cooney is a principal of Sixcel, a consulting and services firm that helps clients drive performance through process and technology improvements. He is an experienced management consultant with extensive experience in the staffing industry. Previously Steve was with ManpowerGroup where he spent 18 years in various executive, financial, and operational roles, including his most recent roles as VP – North American Operations and Controller.

As a mid-market speaker and strategy consultant, **Barry Pruitt** is coauthor of the Amazon best-selling book Predictable Results, How Successful Companies Tackle Growth Challenges and Win. He is focused on helping CEOs, and executive teams determine strategy – and then drive business execution to achieve their goals and dreams of success. Barry is an engaging speaker and has addressed over one-thousand businesses globally. His execution consulting experience extends service businesses, technology, retail, nonprofit, transportation, event promotion, and consulting. Barry is a master at building executive team alignment. An entrepreneur since eight, Barry sold his first business when



Bradley Block



Steve Cooney



Barry Pruitt

nineteen years old. He has started, successfully exited, and failed at business. Barry has served as an adjunct professor at the Darla Moore School of Business at the University of South Carolina and appeared as an expert on radio and television shows across North America.

10:15 a.m. – 10:30 a.m.

Break

10:30 a.m. – 12:00 p.m.

“How to Become Magnetic and Memorable in Reimagining Your Talent Strategy”

Sponsor:



Gallagher

Insurance | Risk Management | Consulting

The talent supply has never been tighter. The war for talent has never raged so brutally. To add gas on the fire, 4.3 million persons are quitting their jobs every month. What is a small to midsize staffing firm to do? Tom Kosnik and Jeff Mariola with years of staffing and management experience are going to present on what the best and brightest small to midsize staffing firms are doing to Attract and Retain their internal assets. A-player are attracted to companies that are growing, have superior management, creative compensation plans and much more. Retaining your colleagues requires the ability to build loyalty, trust, and commitment throughout the organization. Staffing firms that have strong retention rates know how to have complete alignment companywide around the vision, mission, and values. Retention also involves identifying everyone’s specific learning and development needs. Finally, we’ll examine the role culture and development play in retaining top talent. Don’t miss out on a session packed with actionable items to attract and increase your retention rates.

Speakers:

Tom Kosnik, founder, and president of the Visus Group is one of the staffing industry’s leading experts in organizational design, profitability improvement and work culture transformation. With a commitment to empowering staffing firms with the knowledge and tools to help business owners increase the value of their enterprise asset by helping them grow their business. Tom has coached and consulted hundreds of staffing executives throughout North America using his empirical based “Organizational Development Business Model” (ODBM). Most notably, Tom is the founder of the Presidents RoundTable, a nationwide leadership forum program strategically aimed at helping staffing professionals collaborate and solve industry challenges.



Tom Kosnik

With more than 25 years of successful CEO leadership experience across two multi-national businesses (Rentokil Pest Control and Ambius) plus two entrepreneurial start-ups, **Jeff Mariola** has a reputation for creating cultures which consistently outscore other high-performing companies in engagement, growth, empowerment, and leadership. His tenure as CEO is hallmarked by his mentorship and development of his management teams. Numerous directly reporting managers have seasoned into presidential and senior executive capacities. Jeff’s ability to inspire his management teams to stretch beyond their expectations is a testimony to his compassionate, direct management style.



Jeff Mariola

12:00 p.m. – 1:30 p.m.

Lunch & Legislative Update

Sponsor:



Employment attorney and NYSA General Counsel, Jason B. Klimpl, Esq., along with President and CEO of The TemPositions Group of Companies and NYSA Legislative Chair, James A. Essey, will provide NYSA members with an update on key legislation impacting New York staffing firms and employers. Jason and Jim will address the significant expansion of employee whistleblower protections under the New York Labor Law, NYC’s salary transparency law, laws regarding the use of artificial intelligence for employment decisions, New York’s Auto-IRA law, and certain pending legislation that could affect the industry, such as the employee wage lien bill.

Speakers:

James A. Essey is the President/Chief Executive Officer of The TemPositions Group of Companies. After being named five times to the Staffing Industry Analyst list of the 100 most influential in staffing, Jim was inducted into the SIA Hall of Fame in 2018. Only 39 individuals have been so recognized. Jim was honored by his peers by being elected Chairman of the American Staffing Association (ASA), the industry’s national trade association. Prior, he served as Chair of the National Chapter Leadership Council and served for five years as President of the New York Staffing Association (NYSA) where he was a recipient of the NYSA’s New Yorker Award, for outstanding service to the industry. He now serves as Chairman of the ASA Legal/Legislative Committee. In that role, he has helped shape the industry’s position as relates to the Patient Protection and Affordable Care Act (ACA) and speaks widely on the topic to industry groups. Most recently he headed a delegation to meet with the Department of the Treasury on the new tax law and its implications for the staffing industry regarding pass-through deductions. At the local level, Jim has worked with the NY State Legislature, the NY City Council, and various municipal agencies in both NY and California on the drafting and implementation on numerous laws related to employees of staffing firms.



James A. Essey

Jason B. Klimpl, Esq. is a partner in the Employment Law practice of Tannenbaum Helpert. He also serves as General Counsel to the New York Staffing Association (NYSA), an ASA-affiliated chapter, and heavily involved in legal and legislative efforts to support the staffing industry. He advises clients on a broad range of employment law matters, such as wage and hour compliance; equal opportunity actions and policies; employment agreements and restrictive covenants; independent contractor and consulting issues; reductions in force; technology and privacy concerns; and other human resource and compliance counseling. Jason is also the author of numerous employment law articles and a contributing faculty member of both Lawline and the National Academy of Continuing Legal Education. He is a member of the Manhattan Chamber



Jason B. Klimpl, Esq

of Commerce’s Speakers Bureau and Help Desk. He has also been awarded Martindale-Hubbell “Preeminent” peer review rating and was named 2013-2021 New York Super Lawyer (Rising Star). New York Enterprise Report named Jason the winner of the Best Attorneys and Accountants “Rising Star Attorney” category.

1:30 p.m. – 2:15 p.m.

“Give It To Me Straight: What Do You Need to Know About Staffing Technology Today”

In this presentation you will get straight forward insights into the technology landscape today that can help you grow your business, better compete and position for longer term success.



Brian Delle Donne

Brian Delle Donne has been a leading force in driving innovation throughout his career having served in President and Chief Operating Officer roles at both public and privately held engineering project companies and staffing firms. He started his career in the power generation sector and moved to the environmental engineering field before coming to the staffing industry. Throughout this span he has amassed a wealth of insight into effectively applying innovation. Talent Tech Labs is entirely focused on analyzing technological developments in the field of Talent Technology. The company helps buyers and users of talent technology solutions gain a better understanding of the complex market and provides them the strategic direction to transform their business through the intelligent use of technology.

2:15 p.m. – 2:30 p.m.

Break

2:30 p.m. – 3:30 p.m.

Rapid-fire Vendor Demo Session

In this fast-paced demo session you will see 3 top technologies that are accessible and able to attract more candidates, lower recruiting costs and help differentiate you in today’s highly competitive markets.

These vendors were curated by Talent Tech Labs to illustrate some of today’s best tech for staffing firms. Demo’s are followed by Q&A discussion.



Scott Hunter

Scott Hunter is the VP of Sales for TTL and is responsible for TTL’s go to market strategy and growth for the organization by overseeing all revenue generation from new client attraction to delivering exceptional service through client success.

Prior to joining TTL, Scott held leadership roles with companies such as Careerbuilder, IBM, and YourEncore leading teams to help drive business performance by developing solutions to address human capital initiatives.

In his spare time, Scott enjoys working out and spending time with his wife Jessica and their five kids.

3:30 p.m. – 4:00 p.m.

Closing Keynote

“Building a Bulletproof Brand-Centric Competitive Advantage”

Over the past 5-years, the surge in available staffing-centric tech solutions has truly leveled the playing field. Today, staffing agencies of all sizes have access to automation and experience management solutions making it harder than ever for clients and candidates to differentiate between service providers. And so, since technology is no longer a competitive advantage, it’s essential to re-establish and promote how your staffing agency is different and why you’re the best in the market.

Brand is the next Battleground. While you may think your brand is limited to the elements that identify you, I’m here to tell you that the possibilities at your fingertips are virtually limitless. Furthermore, if done right, you could make it almost impossible for other staffing agencies to compete with you.

During this session we’re going to dig into:

- The market influencers that got us here
- What we can learn from the environment
- How to start the process at your staffing agency
- How to orchestrate delivery to get ahead of the competition

Come with a coffee, a notebook, and an open mind, because we’re going to elevate your brands beyond the logo!

Speaker:

Growth Marketing Expert, **Jeff Pelliccio** has 25 years of experience in business development and marketing delivery making him a master of strategic marketing implementation that aligns with target audiences and corporate initiatives. After spending 10 years in staffing while reporting to CEOs, he founded Allied Insight on the principles of Accessibility, Impact, and Development to help staffing firms elevate their brands, scale their businesses, and learn the benefits of leveraging marketing best practices throughout their ecosystem and tech stack. Inspired by brand and managed by data, his relentless pursuit for improvement fuels his motivation to innovate in meaningful and measurable ways.



Jeff Pelliccio

4:00 p.m.

Adjournment

Register Online: www.nystaffing.org

Company Name

Company Address

Membership Status: NYSA Member Non-Member

Attendee #1	_____		
	Name	email	phone

Special Dietary/Disability Needs:			

Attendee #2	_____		
	Name	email	phone

Special Dietary/Disability Needs:			

Attendee #3	_____		
	Name	email	phone

Special Dietary/Disability Needs:			

Registration fee includes the cocktail reception, dinner and keynote presentation for May 18th; breakfast, lunch, breaks and high-quality education programming for May 19th PLUS the hotel accommodations at the conference center for the night of May 18th.”

NYSA Member: STAFFING Registration Fee = \$550 _____

NYSA Member: INDUSTRY PARTNER Registration Fee = \$800 _____

Non-Member: STAFFING Registration Fee = \$700 _____

Method of Payment

MASTERCARD VISA AMEX Check # _____

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Return your completed registration form to NYSA by Wednesday, May 11, 2022

NYSA, P.O. Box 518, Mount Laurel, NJ 08054

Fax: 856-727-9504 or Email: info@nystaffing.org or Register online at www.nystaffing.org